

In re Patent Application of:

**MARTIN HERING**

Serial No. 09/705,152

Filing Date: 11/2/2000

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**In the Claims:**

Claims 1-61 (cancelled)

62. (Currently Amended): An advertising method comprising:

providing a turnstile for defining a passageway, the turnstile having an arm movable into the passageway for blocking passage of a person passing therethrough, the arm moveable out of the passageway for permitting passage therethrough, the arm having at least a portion of an outside surface defined by a generally circular cross section;

encircling a substantial portion of the arm outside surface, as defined by the generally circular cross section, with a sleeve extending less than a full length of a portion of the arm extending into the passageway; and

carrying advertising by the sleeve, wherein the advertising covers a substantial portion of the sleeve arm between the arm and the sleeve, and wherein the advertising is positioned for viewing by the person passing through the passageway when the arm is positioned therein.

Claim 63 cancelled.

64. (Previously Presented): A method according to Claim 62, further comprising the sleeve having at least a transparent portion for viewing the advertising therethrough.

65. (Previously Presented): A method according to Claim 62, further comprising: providing a collar for removably securing the sleeve to the arm; and securing the sleeve to the arm using the collar.

66. (Previously Presented): A method according to Claim 62, further comprising providing a sheet for carrying the advertising thereon.

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Claims 67-85 (Cancelled)

86. (Previously Presented): A method according to Claim 62, wherein the sleeve completely encircles the arm.

87. (Previously Presented): An advertising method comprising:  
providing a turnstile for defining a passageway, the turnstile having an arm movable into the passageway for blocking passage of a person passing therethrough, the arm moveable out of the passageway for permitting passage therethrough, the arm having at least a portion of an outside surface defined by a generally circular cross section;

providing a sleeve for encircling a substantial portion of the arm outside surface and extending less than a full length of a portion of the arm extending into the passageway;

carrying advertising by the sleeve, wherein the advertising covers a substantial portion of the arm;

sliding the sleeve onto the arm with the sleeve carrying the advertising between the arm and the sleeve for viewing by the person passing through the passageway when the arm is positioned therein;

sliding the sleeve off of the arm; and

sliding at least one of the sleeve and an alternate sleeve onto the arm, wherein alternate advertising is carried by at least one of the sleeve and the alternate sleeve for viewing by the person passing through the passageway when the arm is positioned therein.

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88. (Previously Presented): A method according to Claim 62, wherein the sleeve comprises a transparent portion, and wherein the advertising is carried within the sleeve for viewing the advertising therethrough.